

## ECONOMIC DEVELOPMENT INITIATIVES RESULTING FROM OMNIBUS RESOLUTION PRIORITIES

### SHORT VERSION (3-2-18)

#### ▪ AFFORDABLE SPACE

- [Arts in Sacred Places](#)
- [Art Space Assistance Program \(ASAP\)](#)
- [Creative Learning Initiative](#)
- [Cultural Asset Mapping Project \(CAMP\) & Thriving in Place Report](#)

#### ▪ AGENT OF CHANGE PRINCIPLE

- The Music & Entertainment Division (MED) has reconvened a working group of stakeholders including venue owners, hotels, residential communities, neighborhood groups, and City departments to complete a second draft of the Agent of Change Policy for consideration in Spring/Summer 2018.

#### ▪ CULTURAL TOURISM

- [Citywide Day of the Dead Celebration](#)
- Creative services assistance to brand and market in Austin: *Draft In Development*
- [Cultural Tourism Plan](#)
- [Daybird Local Live Music Series](#)
- [FotoATX](#) and [Our World Music Concert](#) Programs from Austin Parks and Recreation Department
- [Love Austin Music Month](#)
- National & International Arts Conferences in Austin: [Dance USA](#), [Americans for the Arts' 2016 National Arts Marketing Project](#), and [National Performance Network / Visual Arts Network](#)
- [UNESCO Media Arts Showcase](#) at SXSW 2018

#### ▪ ENTERTAINMENT LICENSE

- MED convened variety of stakeholders including venues, COA code authorities, and the public in 2017 to gather feedback and offer presentations; the final policy draft was put on hold until more data was collected, including the effect of adding additional resources to the Entertainment Services Group.

#### ▪ INCENTIVES, TOOLS AND LOANS

- [Economic Development Corporation & Chapter 380 Revision](#): Designed to help leverage public-private partnerships to assist with creative structuring and financing of development projects to procure long term affordable space for the creative industry.
- [Faces of Austin](#)
- [Fashion Incubator](#)
- [Music Venue Loan Program](#) (part of current Chapter 380 offerings)
- [UNESCO Annual Meeting of Creative Cities](#) (2017) and UNESCO Media Arts Creative Cities Network Policy Forum (2017)

#### ▪ LAND USE REGULATIONS

EDD has put forward the following specific recommendations to CodeNEXT to facilitate cultural, creative, music and arts spaces throughout Austin, including:

- Recommendation #1: Expand "Performance Venue/Theater" Use within Main Street Zones.
- Recommendation #2: Include "Performance Venue/Theater" and "Live Music Venue" in General Terms and Phrases (Section 23-2M-1030) as "Pedestrian Oriented Uses".
- Recommendation #3: Define "Cultural Uses" and "Live Music Venue" community benefits within the Downtown Density Bonus Program to better represent the arts, creative, and music sectors in Austin.
- Recommendation #4: Create "Live Music Venue" as a term and land use distinct from bar/night club.  
\*Music Commission Action to Recommend (January 01/08/2018)

▪ **PERMITTING AND LICENSING**

[ATX Nightlife Initiative: Entertainment Services Group](#)

- [Musician Loading/Unloading](#)
- Night and Weekend Staff
- Ombudsman
- [Outdoor Music Venue Permits](#)
- [Red River Cultural District](#)
- [Red River Extended Hours Pilot Program](#)
- [Sound Impact Evaluations & Plans](#)
- Sound Monitoring and Management Solutions
- Venue Summits

▪ **MUSIC GENRE DEVELOPMENT**

- [Music Friendly Community collaboration with Texas Music Office](#)
- [Music Industry Directory collaboration with Texas Music Office](#)
- [ScoreMore Panel Series](#)
- [Sector Summits](#)

▪ **PROFESSIONAL DEVELOPMENT**

- Cultural Arts:
  - [Artist-in-Residence Program](#)
  - [Capacity Building Funding Program](#)
  - [Get Noticed! PR & Marketing for ATX Creatives](#)
  - [LaunchPAD program](#)
  - [Professional Development Workshops](#)
  - [TEMPO Program](#)
- Music & Entertainment:
  - [ATXMusic Talks](#)
  - Workforce Development & Continuing Education for Musicians: *In development*
- Small Business Program:
  - [Artist Career Training \(ACT\)](#)
  - [Biz Aid Orientation Class](#)
  - [Career Coaching](#)
  - [Community Engagement](#): Regular presence at events with information booths
  - [Educational workshops](#)
  - [Getting Connected: Business Education Conference](#)

▪ **REVENUE DEVELOPMENT**

- ATX Musician Compensation Initiative
  - Artist-In-Residence Hotel Series: *In development*
  - [ATX Music Licensing](#)
  - [DipJar Pilot Program](#): *In development*
  - [MED Pilot Program for Green Water Redevelopment](#)
- Creative Space & Nightlife Development Guides: *In development*
- Live Music Venue Best Practice Guide: *In development*